

## LIAM HENRY O'CALLAGHAN

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### PERSONAL INFORMATION

ID NO.	<i>only on request*</i> (24 Years Old)
Nationality	South African and British national (Dual citizenship)
Languages	Afrikaans and English
Driving Licence	Code B

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I am a BCom Marketing and Management Science student at IMM Graduate School with a strong interest in sales and digital marketing. My passion for these fields is complemented by my collaborative nature and critical thinking skills, which I have honed through various projects and initiatives. Notably, I served on the external committee for Olympus CSO at Stellenbosch University, where I actively contributed to strategic decision-making and organizational development. My academic background, combined with practical experience and a keen interest in innovative marketing strategies, positions me well for a dynamic career in sales and digital marketing.

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### EDUCATION

2023 - 2025	<b>BCom Marketing and Management Science (Undergraduate)</b> IMM Graduate School, Stellenbosch, South Africa
	Majors: <ul style="list-style-type: none"><li>• Marketing</li><li>• Business management</li><li>• Project management</li></ul>

2020	BSc Human Life Sciences (discontinued)
2021	BCom Management Sciences (2021 – 2022; transferred to IMM)

2019	<b>Matric Certificate (NSC):</b> Hoërskool Swartland, Malmesbury, South Africa
	Afrikaans Huistaal 74%
	English First Additional Language 80%
	Mathematics 67%
	Life Orientation 73%
	Tourism 89%
	Life sciences 63%
	Physical Sciences 49%

### LEADERSHIP AND ACHIEVEMENTS

2022	External committee member for Olympus CSO (Stellenbosch University)
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## **WORK EXPERIENCE**

2023	Part-time Takealot driver
2020	Part-time construction worker in Stellenbosch
2016	Job shadowing at: Geard Pharmacy
2016	Job shadowing at: BioVac Lab
2015 - 2016	Karate Coach at Swartland Dojo

## **SKILLS**

### **Personal Transferable Knowledge**

loyal, responsible, enthusiastic, Reliable.  
Thinking critically, setting priorities, Punctual.

#### **Technical Skills:**

- Microsoft word
- Microsoft Excel
- Canva

#### **Language Skills:**

- Fluent in Afrikaans
- Fluent in English

#### **Professional Skills:**

- Marketing
- Human resource management
- Project Management
- Sales
- Quick learner
- Communication
- Internship Experience:
  - Logistics and Customer Management

## **REFERENCES**

- Paul Mulder {064 907 0201} Takealot Malmesbury Manager
- Chloe Farinha {24814393@sun.ac.za , 071 890 5568} | Primaria of Olympus CSO 2023 and Head Monitor at DSAf (Stellenbosch University)

*\*UNLESS PROVIDED, DUE TO THE PROTECTION OF PERSONAL INFORMATION ACT, THE PERSONAL INFORMATION OF THE APPLICANT (SUCH AS ID NUMBER, DEMOGRAPHICS, HEADSHOT, ETC.) AND REFENCES ARE PROTECTED AND ONLY AVAILABLE VIA WRITTEN REQUEST.*